

**Amendment and Response**

Applicant: George Bradley Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING**REMARKS**

The following Remarks are made in response to the Non-Final Office Action mailed March 31, 2006, in which claims 11-21 and 24-28 were rejected. With this Amendment, claims 29-32 have been added. Claims 11-21 and 24-32, therefore, remain pending in the application and are presented for reconsideration and allowance.

**Claim Rejections under 35 U.S.C. § 102 and 35 U.S.C. § 103**

Claims 11, 13-20, 24-26, and 28 are rejected to under 35 U.S.C. 102(b) as being anticipated by Markowitz US Patent No. 5,513,254. Claims 12, 21, and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Markowitz US Patent No. 5,513,254 in view of Henry US Patent No. 6,424,426.

Applicant respectfully traverses these rejections.

Independent claim 11 recites, amongst other things, "associating at least one of the advertisements with the print job, including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements."

Independent claim 19 recites, amongst other things, that the print processing system controller is adapted to "automatically select at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements."

Independent claims 11 and 19, therefore, each include selecting at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements.

With respect to the Markowitz and Henry patents, Applicant submits that neither of these patents, individually or in combination, teach or suggest a method of processing a print job of a customer and including advertising with the print job as claimed in independent claim 11, nor a system for processing a print job of a customer and including advertising with the print job as claimed in independent claim 19.

For example, the Markowitz patent discloses a telephone network carrying a facsimile transmission transmitted by a user from a facsimile transmission source which modifies the user's facsimile transmission by incorporating with the user's facsimile information at least one advertisement (see Abstract). The Markowitz patent, however, specifically states that "the particular advertisements being incorporated with the user's facsimile information are

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independent of the content of the user's facsimile information" (emphasis added) (see Abstract; col. 1, lines 59-62; claim 2). In addition, the Markowitz patent discloses that "the advertisements may be chosen, for example, as a function of a) the calling telephone number...or b) the telephone number of the destination" and specifically states that "fax server 111 randomly selects an advertisement of suitable type from database 115" (emphasis added) (col. 6, lines 23-27 and lines 29-33; see also claim 5). The Markowitz patent, therefore, discloses that the advertisements are randomly selected and are independent of the content of the user's facsimile information. The Markowitz patent, however, does not disclose selecting an advertisement for a print job based on the content of the print job and the profile of the advertisement.

In view of the above, Applicant submits that independent claims 11 and 19 are each patentably distinct from the Markowitz and Henry patents and, therefore, are each in a condition for allowance. Furthermore, as dependent claims 12-18 and 29-30 further define patentably distinct claim 11, and dependent claims 20-21, 24-28, and 31-32 further define patentably distinct claim 19, Applicant submits that these dependent claims are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejections of claims 11-21 and 24-28 under 35 U.S.C. 102(b) and 103(a) be reconsidered and withdrawn, and that claims 11-21 and 24-32 be allowed.

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In view of the above, Applicant respectfully submits that pending claims 11-21 and 24-32 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment and Response should be directed to either Jeff D. Limon at Telephone No. (541) 715-5979, Facsimile No. (514) 715-8581 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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Respectfully submitted,

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**CERTIFICATE UNDER 37 C.F.R. 1.8:** The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300 on this 28<sup>th</sup> day of June, 2006.

By   
Name: Scott A. Lund